

THE INFLUENCE OF PRODUCT DIVERSITY, PRICE AND PRODUCT QUALITY ON CONSUMER PURCHASE DECISIONS IN THE BUKITTINGGI ANUGRAH GLASSWARE BUSINESS

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Abstrak. This study investigates the influence of product diversity, pricing, and product quality on consumer purchasing decisions in a traditional household retail context, focusing on Store Pecah Belah Anugrah in Bukit Tinggi, Indonesia. Employing a quantitative descriptive approach, the research utilized primary and secondary data gathered through questionnaires, interviews, and observations from a sample of 100 respondents. Data analysis was conducted using validity and reliability tests, regression model feasibility assessments, descriptive statistics, and binary logistic regression. The findings reveal that both product diversity and product quality exert a significant and positive influence on consumer purchasing decisions, while price demonstrates a negative and statistically insignificant impact. The logistic regression model established that product diversity ($Exp(B) = 1.234, p < 0.01$) is the most dominant factor influencing consumer choice, indicating that greater product variety enhances the likelihood of purchase by 23.4%. Product quality also showed a significant positive effect ($Exp(B) = 1.198, p < 0.05$), suggesting that consumers value functional and aesthetic attributes in household goods. Conversely, price ($Exp(B) = 0.989, p > 0.05$) was not a decisive factor, implying that perceived value, driven by assortment and quality, supersedes price sensitivity in this market segment. The study extends existing consumer behavior theories by affirming that product-related attributes, especially diversity and quality, are pivotal in traditional retail contexts in developing regions. Practically, the results suggest that retailers should prioritize enhancing product assortments and maintaining quality standards over engaging in price-based competition. These insights have strategic implications for SME retail development and consumer satisfaction in non-metropolitan settings.

Keywords: product diversity, pricing, product quality, consumer purchase decision, traditional retail, logistic regression, household goods

INTRODUCTION

In an era of increasingly competitive business competition, understanding consumer behavior is an important aspect of marketing strategy. Changes in people's lifestyles, ease of access to products, and increasing expectations for quality and price require business actors to adjust to market dynamics. This phenomenon is evident in the household retail sector, such as the Anugrah Glassware Business in Bukittinggi, which faces challenges in maintaining consumer loyalty through product diversity optimization, competitive pricing, and the provision of superior product quality. Product diversity is one of the strategic factors in attracting consumer interest. According to Kotler and Keller (2012), product diversity includes variations in shape, size, color, and function of the products offered, which can increase the perception of value by consumers. The study by Baidun et al. (2022) also confirms that product diversity is a key element in shaping customer satisfaction and improving purchasing decisions.

Price factors play a significant role in influencing consumer preferences. Das et al. (2023) emphasizes the importance of affordability, conformity with quality, and price competitiveness in shaping the perception of consumer value. However, price is not always the main determinant. A study by Gaol et al. (2016) shows that product quality is more often the main consideration in purchasing decisions, especially when it comes to household necessities used in the long term. In terms of quality, Kotler and Keller (2002) explain that product quality reflects the ability of the product to meet the expected functions and benefits, including in terms of durability, reliability, and aesthetics. Humanitisri & Ghozali (2018) added that the perception of quality is also influenced by previous consumer experiences and brand image.

However, based on a preliminary study at Anugrah Glassware, several complaints were

found from consumers, including limited product variety, less competitive prices, and inconsistency in product quality with expectations. This shows the need for further studies to understand the extent to which these three variables (product diversity, price, and product quality) affect consumer purchasing decisions.

Some relevant previous research needs to be highlighted to emphasize the position of this research. For example, Baitullah' s research (2024) found that product quality and price simultaneously have a significant effect on consumer satisfaction and purchase decisions. Meanwhile, Safitri (2021) highlighted that price perception and brand image affect repurchase intentions on e-commerce platforms, but not many have studied the context of traditional retail stores in areas such as Bukittinggi. Thus, this study has a novelty in examining the relationship between product diversity, price, and product quality to simultaneous purchase decisions in the context of traditional glassware. This research not only strengthens previous findings, but also fills research gaps related to consumer purchasing dynamics in the conventional retail sector in non-metropolitan areas.

LITERATUR RIVIEW

Definition of Purchase Decision

A purchase decision refers to the process by which a consumer identifies a need, gathers information, evaluates alternatives, and ultimately selects a product or service to buy. This decision is not made in isolation but is influenced by psychological, personal, social, and cultural factors (Solomon et al., 2019). Consumers tend to combine both rational evaluation and emotional triggers when making buying decisions.

In their widely accepted consumer decision-making model Blackwell et al. (2017) identify five sequential stages: (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase behavior. This framework remains foundational in understanding consumer behavior in modern marketing contexts.

In retail environments, especially in household product purchases, decision-making is strongly affected by perceived value, including aspects such as product quality, brand trust, and pricing (Armstrong et al., 2021). According to Kotler and Keller (2016), consumers also rely heavily on their prior experiences, word-of-mouth, and emotional associations with brands.

Based on the synthesis of recent literature, C. Wang et al. (2023) propose the following five key indicators of purchase decision:

1. Confidence in product utility, the extent to which consumers believe the product fulfills its function.
2. Brand preference, selection of a product based on positive association or experience with the brand.
3. Social influence, recommendations or pressure from peers, family, or opinion leaders.
4. Need product fit, perceived match between the product and the consumer's actual need.
5. Shopping experience satisfaction, perceived comfort, ease, and trustworthiness in the buying process.

These indicators provide a more comprehensive understanding of why consumers proceed to purchase, moving beyond simple price-based considerations.

The Purchasing Decision Indicators according to Kotler and Keller (2012) are as follows:

1. Steadiness of buying after knowing product information.
2. Decide to buy because of the most preferred brand.
3. Buy because it suits your wants and needs.
4. Buy because you get a recommendation from someone else.

Purchase Decision Making Process

Achrol and Kotler (2022) explain that in general, the stages of decision-making consist of:

1. *Problem Recognition* The recognition of needs or recognition of problems is the result of the mismatch between the desired situation and the actual situation. These problems or needs according to Kotler & Keller (2002) can be triggered by internal or external stimuli.
2. *Information search or search alternative solutions* Consumers who have realized their needs will be encouraged to look for more information. The advantage of looking for this information is that you will get a wide variety of options tailored to the criteria that consumers are looking for.
3. *Evaluation of alternatives* The number of criteria evaluated by consumers depends on the type of product, consumer and situation. The types of criteria used for evaluation vary from tangible such as costs incurred, features to intangible factors such as style, prestige and brand image.
4. *Purchase decision* In carrying out a purchase intention, consumers can make five sub-purchasing decisions (Kotler & Keller, 2002): brand decision, supplier decision, quantity decision, time decision, and payment method decision.
5. *Postpurchase processes/postpurchase behavior* .

Definition of Product Diversity

Product assortment refers to the wide variety and types of products offered by a company to consumers. The higher the diversity of products, the greater the chance of meeting diverse consumer preferences (Hübner et al., 2016). In the modern retail environment, product diversity strategies have become crucial for differentiating and building customer loyalty. Kim and Lee (2008) show that the diversity of products that consumers perceive subjectively has a direct effect on purchasing decisions because it gives the impression of flexibility of choice and a more satisfying shopping experience. In addition, product variations also reflect the company's innovative image and competitiveness (Thoumrungroje & Racela, 2022).

Product *assortment* is the collection of all products and goods that a particular seller offers to buyers. Product diversity consists of the completeness of the products and goods sold, the types of brands sold, the variety of sizes of goods sold, the availability of products sold (Kotler & Keller, 2012). Product diversity is the availability of all types of products ranging from the number of quantities, suitability to tastes and desires and the availability of products offered to own, use or consumption, by consumers produced by a producer (Kotler & Keller, 2012). Product diversity is the collection of all products and goods that a particular seller offers to consumers. One of the key elements in business development is the diversity of products provided by business actors to consumers (Baidun et al., 2022)

Product Diversity Indicators

Indicators of product diversity according to Hübner et al. (2016) includes: the number of products offered, the variety of product categories, the ease of access to the desired product, and the availability of replacement products. According to Houston (1986), if a company wants to maintain its competitive advantage in the market, it must understand what aspects of the dimensions used by consumers to distinguish the products sold by the company from competitors. Indicators of product diversity are:

1. Performance, refers to the basic operating characteristics of a product.
2. Durability, which means how long or how long the product in question lasts before it needs to be replaced. The greater the frequency of consumer use of the product, the greater the durability of the product.
3. Conformance to Specifications, i.e. the extent to which the basic operating characteristics of a product meet certain consumer specifications or the absence of defects in the product.
4. Features, are product characteristics that are designed to improve the functionality of the product or increase consumer interest in the product.
5. Reliability, is the probability that a product will perform satisfactorily or not in a certain



- period of time. The less likely it is to cause damage, the more reliable the product is.
6. Aesthetics, refers to how the appearance of a product can be seen from the look, taste, smell, and shape of the product.
 7. Perceived Quality is often said to be the result of the use of measurements that are carried out indirectly because there is a possibility that consumers do not understand or lack information about the product in question.

Price Definition

According to Kotler and Keller (2012), price is defined as the sum of all the values that consumers redeem so as to benefit from owning or using goods or services.

Price Indicators

Price is a representation of the exchange rate of a product or service in monetary units. Price not only serves as an economic instrument, but also a quality signal for consumers (Xia et al., 2004). Pricing that matches consumer perceptions is essential to drive purchases. A study by Dinesh & Raju Y (2022) emphasized that perceptions of affordability and price fairness greatly influence satisfaction and repurchase intent. Especially in the context of small businesses, flexibility in pricing strategies can be a competitive advantage. The price of goods or services is a determinant of market demand. Price can also affect a company's marketing program because it can generate profits. Price indicators include (1) price affordability, (2) price conformity with quality, (3) price comparison with competitors, and (4) consumer perception of the economic value of the product (Kim & Lee, 2008)

Das et al. (2023) stated that there are several price indicators, including:

1. Price affordability, which is the pricing done by the company in accordance with the consumer's purchasing power.
2. Price conformity with product quality, namely the pricing carried out by the company that is adjusted to the quality of the product that consumers can obtain.
3. Price competitiveness, which is the price quote made by a company that is different and competitive with that provided by other companies on the same type of product.
4. Price conformity with benefits, namely pricing carried out by the company in accordance with the benefits that consumers can get from the products consumed.

Definition of Product Quality

According to Kotler and Keller (2002) the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" which means the ability of a product to demonstrate its function, it includes the overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes. Product quality is widely recognized as a primary determinant of consumer purchasing decisions, especially in the household retail sector. Generally, product quality refers to the extent to which a product performs its intended function, encompassing aspects such as durability, reliability, functional precision, and ease of use and maintenance (Kotler & Keller, 2012).

In contemporary marketing, consumers' perception of product quality extends beyond technical specifications. It also includes intangible attributes such as design aesthetics, brand image, and prior experience (Parasuraman et al., 2008). These perceptions are crucial, as products perceived to be of high quality often foster greater consumer trust and brand loyalty, ultimately increasing the likelihood of repurchase (Fadhila, 2024). An empirical study by Panit (2023) involving household appliance consumers in Sarawak found that corporate reputation, prior satisfaction, and brand trust are significantly influenced by perceived product quality. This affirms that perceived quality affects not only initial purchase decisions but also long-term consumer-brand relationships.

Based on the reviewed literature, the following indicators were used to measure product quality in this study:

1. Durability, the product’s ability to last over time under normal usage.
2. Reliability, consistency of performance without malfunction.
3. Conformance to specifications, the extent to which the product meets expected standards.
4. Aesthetic design, visual appeal and styling that influence perceived quality.
5. Brand reputation, the consumer’s trust in the manufacturer or brand as a signal of quality.

Research Conceptual Framework

From the formulation of the problem and the framework and foundation of the theory mentioned above, the following framework of thought can be made:

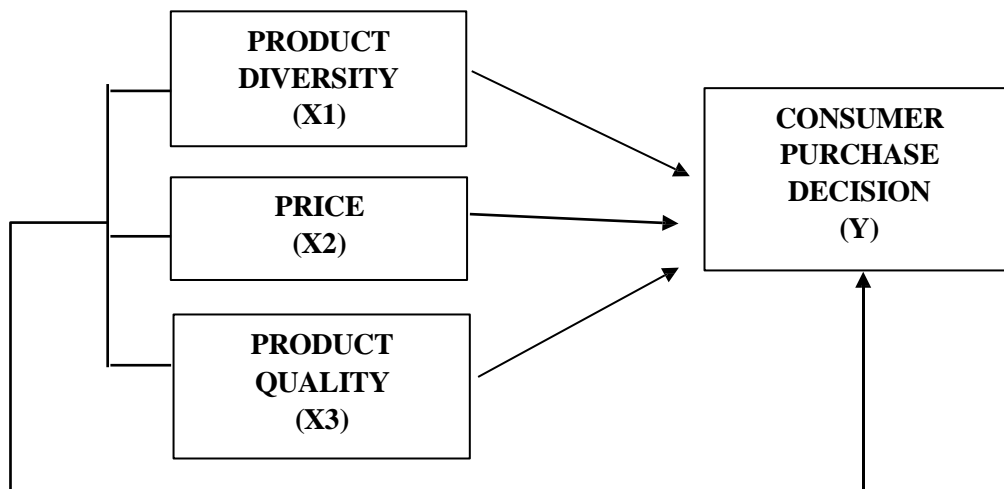


Figure 1. Frame of Mind
 Source: 2023 self-processed data

Hipotesis

Hypothesis is a temporary answer to the formulation of the research problem, where the formulation of the research problem has been stated in the form of a question sentence. Based on the above framework, the following hypothesis can be proposed:

- H1 : It is suspected that product diversity has a positive and significant influence on consumer purchase decisions in the Anugrah Bukittinggi Glassware Business.
- H2: It is suspected that the price has a positive and significant influence on consumer purchase decisions in the Anugrah Bukittinggi Glassware Business.
- H3 : It is suspected that product quality has a positive and significant influence on consumer purchase decisions in the Anugrah Bukittinggi Glassware Business.
- H4 : It is suspected that the diversity of products, prices and product quality have a positive and significant influence on the Anugrah Bukittinggi Glassware Business.
- H5 : It is suspected that the dominant variable of product diversity is the dominant consumer purchase decision in the Anugrah Bukittinggi Glassware Business.

RESEARCH METHODS

Types of Research

In this study, the author uses a quantitative type of *field research*. Sugiyono (2014) stated that quantitative is a method in research conducted based on the philosophy of positivism, which is used to conduct a study on a specific sample or on a certain population. The process of collecting data is

carried out using the instruments of a research, and the technique of analyzing the data has a statistical quantitative nature, with the aim of testing a predetermined hypothesis.

Research Location and Time

The object of this research was carried out at the Anugrah Glassware Store located on Jalan By Pass in front of the Faculty of Law of Aur Kuning, Bukittinggi City. Anugrah Glassware Shop is engaged in the field of daily household needs. The store is one of the glassware wholesale stores in Bukittinggi that supplies stores throughout the Bukittinggi area. This research started from September 2022 – April 2023.

Population and Sample

Populasi

According to Sugiyono (2014), population is a generalized area consisting of objects or subjects that have certain product qualities and characteristics that are applied by researchers to study and then draw conclusions. The population in this study is 1,156 consumers who shop at the Anugrah Bukittinggi Glassware Business in September 2022 - April 2023.

Sample

A sample is a part of the population that represents a population that is absolutely unknown what percentage of the sample is. Sample is a part of the number and characteristics that the population has (Sugiyono, 2014). To determine the sample taken uses non-probability sampling, which is a sampling technique where not all members of the population in the same position have the opportunity to be selected as a sample. The sampling method uses *accidental sampling*, which is a sampling method that is carried out using anyone who is met by chance as a sample. Data from the questionnaire filled out by consumers who have shopped at the Anugrah Bukittinggi Glassware. The sample in this study was obtained using the Slovin formula. In this study, the error level (e) is 10%. So the sample in this study is 100 respondents who shop at the Anugrah Bukittinggi Glassware Business.

RESEARCH RESULTS

Data Collection

The number of questionnaires distributed in all fields is 100 questionnaires, of the total number of questionnaires distributed have been sorted and returned, all of them are 100 questionnaires. The detailed calculation of the questionnaire return rate can be seen in the following table:

Table 1 : Calculation of Questionnaire Distribution Results

No	Questionnaire	Sum	Percentage%
1	Distributed questionnaire	100	100
2	Questionnaires that do not return	0	0
3	Incorrectly filled questionnaire (defective or damaged)	0	0
4	Questionnaire that is suitable for data processing	100	100

Source : Survey Results, 2023

Based on table 4 above, it is explained that 100 questionnaires distributed to the respondents have been returned by the respondents, thus the level of the research respondents is 100 questionnaires.

1. Characteristics of Respondents by Gender: Based on the characteristics of respondents of the

Anugrah Bukittinggi Glassware Business when viewed in terms of gender from the 100 people sampled in this study, as many as 29 people or 29.00% had male sex and the remaining 71 people or 71.00% were female. These results indicate that the most people who shop at the Anugrah Bukittinggi Glassware Business are women.

2. Characteristics of Respondents by Age: Based on the characteristics of the Bukittinggi Anugrah Glassware Business when viewed from the age side, those aged >18-21 years are 7 people or 7.00%, those who have an age of >21-23 years are 17 people or 17.00% and those who have an age of >24 years are 76 people or 76.0%. These results indicate that the most people who shop at the Anugrah Bukittinggi Glassware Business are >24 years old.
3. Characteristics of Respondents Based on Occupation: Based on the characteristics of the Bukittinggi Anugrah Fractional Business when viewed from the work that shows 14 students or 14.00%, civil servants as many as 15 people or 15.00%, Self-employed as many as 20 people or as much as 20.00%, and others as many as 51 people or 51.00%. These results indicate that the most shopping at the Anugrah Bukittinggi Glassware Business Other Jobs.

Respondent Achievement Rate (RAR/TCR: *Tingkat Capaian Responden*) Recapitulation

The results of the descriptive analysis of the data of Consumer Purchase Decisions in the Anugrah Bukittinggi Glassware Business can be concluded in the table below:

Table 2: TCR recapitulation

No	Variable	Average	TCR	Information
1	Product Diversity (X1)	401,6	80,32	Good
2	Price (X2)	400	80	Good
3	Product Quality (X3)	409	81,8	Good
4	Consumer Purchase Decision (Y)	398	79,59	Pretty Good

Source : Primary data processing in 2023

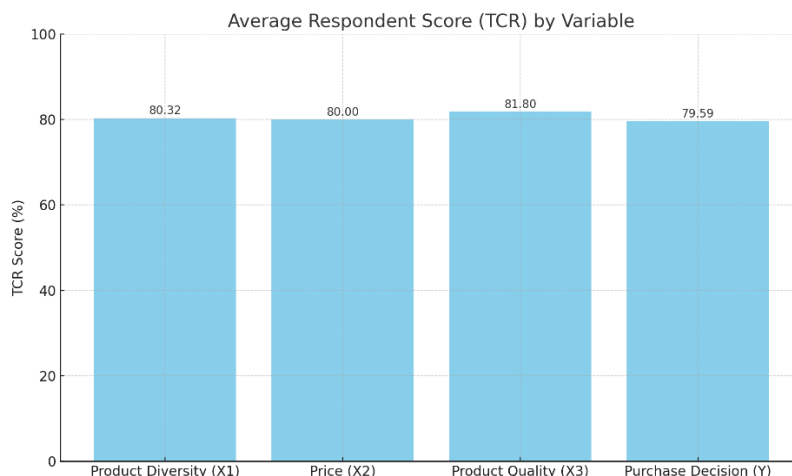


Figure 2. Average Respondent Achievement Rate

Source : Primary data processing in 2023

Empirical Findings

Instrument Test Results

Validity Test

The results of the validity test of the independent variables starting from the validity test of Product Diversity (X1), Price (X2), and Product Quality (X3) from the 30 existing question items were all declared valid, because all correlation values were obtained each greater than the critical correlation value or 0.228. Thus all independent variable statement items consisting of product diversity, price, and product quality can be used for further research

Reliability Test

Reliability analysis shows the extent to which an instrument can provide consistent measurement results if the measurement is repeated two or more times. The method used in this reliability analysis is the *Cronbach Alpha method*. The *Cronbach Alpha* value (r alpha) is said to be reliable if it has a *Cronbach Alpha* of more than 0.60 (Ghozali, 2011)

Table 3 : Results of Reliability Test of Research Variables

No	Variable	Cronbach Alpha	Information
1	Product Diversity (X1)	0,866	Variable and Reliable
2	Price (X2)	0,821	Variable and Reliable
3	Product Quality (X3)	0,834	Variable and Reliable
4	Purchase Decision (Y)	0,95	Variable and Reliable

Sumber : Data Primer yang sudah diolah 2023

The results of the reliability test in Table 7 show that all variables in the study have a large *alpha* coefficient (α) of > 0.60 so that it can be said that all the measurement concepts of each variable from the questionnaire are reliable.

Model Feasibility Test

According to Ghozali (2015), the model feasibility test (*Goodness Of It*) is to test whether there is an overall significant influence on the regression model. The decision making on the model feasibility test (*Goodness Of It*) is as follows:

1. If the *Goodness Of It Statistic* value is <0.05 , then H_0 is accepted, which means that the model is able to predict the value of its observation so that the research model is correct.
2. If the *Goodness Of It Statistic* value is >0.05 , then H_0 is rejected which means that there is a significant difference between the model and the observation value so that the research models are not accurate.

Table 4 : G Test or Omnibus Test Of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	44,111	3	,000
	Block	44,111	3	,000
	Model	44,111	3	,000

Source : Primary Data that has been processed in 2023

Logistic Regression Model

Logistic regression is used to determine the influence of independent variables on the

dependent variables, in addition to seeing the dominant independent variables in influencing dependents. From the results of data processing obtained by the logistic regression model according to the display of variables in the equation.

Table 5: Variables in the Equation

	B	S.E.	Forest	df	Itself.	Exp(B)
Step 1a Product Diversity (X1)	,210	,070	9,104	1	,003	1,234
Price (X2)	-,011	,078	,019	1	,890	,989
Product Quality (X3)	,181	,083	4,783	1	,029	1,198
Constant	13,869	3,156	19,307	1	,000	,000

a. Variable(s) entered on step 1: Product Diversity, Price, Product Quality.

Source : Primary Data that has been processed in 2023

Logistic regression can be substituted into the following equations: $Y = 13,869 + 0,210 X1 + (-0,011) X2 + 0,181 X3$

1. The constant value is -13,869 units which explains that if the independent variables consisting of Product Diversity (X1), Price (X2) and Product Quality (X3) are zero, then the Consumer Purchase Decision in the Anugrah Bukittinggi Glass Business will be reduced or negative by -13,869 units assuming there are no other variables.
2. The explanation of the above equation is that the Product Diversity variable (X1) has a positive effect on the Consumer Purchase Decision at the Anugrah Bukittinggi Glassware Business by 0.210 units, meaning that if the product diversity is increased by one unit, the Consumer Purchase Decision at the Anugrah Bukittinggi Glassware Business has increased by 0.210 units with other assumptions remaining.
3. The explanation of the above equation is that the Price variable (X2) has a negative effect on the Consumer Purchase Decision in the Anugrah Bukittinggi Glassware Business by -0.011 units, meaning that if the price is not increased by one unit, the Consumer Purchase Decision in the Bukittinggi Anugrah Glassware Business will also decrease or have a negative value of -0.011 units with other assumptions remaining.
4. The explanation of the above equation is that Product Quality (X3) has a positive effect on the Consumer Purchase Decision at the Anugrah Bukittinggi Glassware Business by 0.181 units, meaning that if the product quality is increased by one unit, the Consumer Purchase Decision at the Anugrah Bukittinggi Glassware Business has increased by 0.181 units with other assumptions remaining.

Wald Test

This test is a significant test of the influence of independent variables consisting of product diversity (X1), price (X2), and product quality (X3) on consumer purchasing decisions in the Anugrah Bukittinggi Glassware Business. From the results of the binary logistics analysis, it is known that the independent variable testing can be seen in table 9 above, it can be interpreted that partially independent variables that have a significant influence on consumer purchase decisions in the Anugrah Bukittinggi Glassware Business have a sig value of < 0.05, such as the product diversity variable has a significant value from the results of the wald test of 0.003 < 0.05. Then the price variable has a value that does not have a significant influence, from the results of the wald test of 0.890 > 0.05 and the product quality variable has a significant value from the results of the wald test

of $0.029 < 0.05$ so that partially of the three independent variables that the author researched there are two variables that have a positive and significant influence on consumer purchase decisions in the Bukittinggi Anugrah Glassware Business. Because the significant value obtained from the results of the study is smaller than the set alpha level of 0.05, the independent variable partially has a positive and significant influence.

G Test

From the results of data processing with the SPSS 2.6 program, binary logistics results were obtained with the G Test, meaning that the hypothesis testing together obtained the results as shown in table 4.14 below :

Table 6: Uji G Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	44,111	3	,000
	Block	44,111	3	,000
	Model	44,111	3	,000

Source : Primary Data that has been processed in 2023

From the results obtained, independent variables, namely product diversity (X1), price (X2) and product quality (X3) have a positive and significant influence on consumer purchase decisions in the Anugrah Bukittinggi Glassware Business, because the significant value of the three independent variables above is less than 0.05 so that the hypothesis submitted together can be accepted.

Expectation Test B

Table 7. Variables in the Equation

	B	S.E.	Forest	df	Itself.	Exp(B)
Step 1a Product Diversity (X1)	,210	,070	9,104	1	,003	1,234
Price (X2)	-,011	,078	,019	1	,890	,989
Product Quality (X3)	,181	,083	4,783	1	,029	1,198
Constant	-13,869	3,156	19,307	1	,000	,000

a. Variable(s) entered on step 1: Product Diversity, Price, Product Quality.

Source : Primary Data that has been processed in 2023

This test was carried out to find out which of the three independent variables that the author researched, which variable had the most influence on consumer purchase decisions in the Anugrah Bukittinggi Glassware Business. From the expectation value of B above, it shows that the product diversity variable (X1) has a great influence, namely with the expectation value $B = 1.234$ on the consumer's purchase decision in the Anugrah Bukittinggi Glassware Business compared to others such as price (X2), the value obtained from the results of the B expectation test is 0.989 as well as the product quality variable (X3), the value obtained from the results of the B expectation test is 1.198 so that it can be concluded that the variable The most dominant influence on consumer purchase decisions in the Anugrah Bukittinggi Glassware Business is the product diversity variable because it has a greater expectation value of B compared to other independent variables on the consumer's purchase decision in the Anugrah Bukittinggi Glassware Business.

DISCUSSION

This study found that product diversity and product quality have a positive and significant effect on consumer purchasing decisions, while price showed a negative and insignificant effect. These findings contribute valuable empirical insights for retail business strategies, particularly for household product stores in second-tier urban areas like Bukit Tinggi.

1. The Effect of Product Diversity on Purchase Decision

The analysis shows that product diversity has a significant positive effect on purchasing decisions ($p = 0.003$). This aligns with the marketing mix theory that emphasizes product as a core element influencing consumer decisions (Armstrong et al., 2021). A wide product assortment allows consumers to find items that better match their preferences and needs. This result supports Hübner et al. (2016), who found that product variety increases consumer purchase potential due to enhanced flexibility and shopping satisfaction. In the context of Store Pecah Belah Anugrah, the availability of diverse materials (metal, glass, aluminum, plastic) plays a key role in shaping positive consumer perceptions.

2. The Effect of Price on Purchase Decision

Interestingly, price did not significantly influence purchase decisions ($p = 0.890$). Although price is generally considered a major factor in consumer decision-making, this result indicates that for the customers of Store Pecah Belah Anugrah, price is not the main determinant. This finding supports (Dinesh & Raju Y, 2022), who noted that when product quality and assortment are fulfilled, consumers tend to be more tolerant of price variations. Perceived value (value for money) becomes more important than the nominal price itself.

3. The Effect of Product Quality on Purchase Decision

Product quality was found to have a significant positive influence on purchasing decisions ($p = 0.029$). This aligns with the theory of perceived quality, which posits that consumers assess products not only by technical performance but also based on perceived durability, design, and reliability (Parasuraman et al., 2008). Wang et al. (2009) also support this finding, stating that high product quality improves both satisfaction and consumer loyalty, especially for household items used over time.

4. Interpretation of Logistic Regression Model

The logistic regression model is expressed as:

$$Y = 13,869 + 0,210 X_1 - 0,011 X_2 + 0,181 X_3$$

Table 1 below provides a theoretical interpretation of this model:

Table 8. Interpretation of Regression Coefficients

Variable	Coefficient	Significance (p)	Theoretical Interpretation
Product Diversity (X1)	0.21	0.003	More product variety increases the likelihood of purchase decisions.
Price (X2)	-0.011	0.89	Price is not a dominant factor for these consumers.

Product Quality (X3)	0.181	0.029	Higher quality builds stronger confidence and intent to purchase.
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Source : Primary Data that has been processed in 2023

Product diversity is the most dominant variable, as shown by the Exp(B) value of 1.234, meaning that every unit increase in product variety increases the odds of purchase by 23.4%.

5. Synthesis with Previous Research

Table 9. Comparison with Prior Studies

Prior Study	Key Finding	Relevance to This Study
Hübner et al. (2019)	Product assortment enhances shopping flexibility	Confirmed by X1 significance
Dinesh & Raju Y, 2022	Price not always the primary factor	Matches insignificant price variable (X2)
Liu, 2024	Product quality increases customer loyalty	Supported by X3 significance and perceived durability
Armstrong et al. (2021)	Product is central to purchase decision-making	Forms the foundation of the theoretical framework

Source : Primary Data that has been processed in 2023

CONCLUSION AND RECOMENDATION

Conclusion

This study provides both theoretical and practical insights into the purchasing behaviour of consumers in a retail setting. Empirical findings from logistic regression analysis demonstrate that product diversity and product quality significantly influence consumer purchase decisions, while price does not play a decisive role in this context. Theoretical Contribution. From a theoretical standpoint, the findings affirm consumer behaviour theories which emphasize the role of product attributes particularly diversity and quality in shaping purchase intentions (Hübner et al., 2016). The study also extends the applicability of these theories to traditional retail contexts in developing regions, an area often underrepresented in the literature.

Furthermore, the results support the perceived value theory, where consumer choices are guided more by perceived product variety and quality rather than by absolute price points (Parasuraman et al., 2008). This indicates a shift in consumer preference structure that deserves further exploration in retail behaviour models.

Practical Contribution

Practically, the research suggests that businesses especially traditional household goods retailers should prioritize curating a diverse and high-quality product selection over competing on

price alone. The fact that consumers in the case study showed price insensitivity underscores the importance of perceived value and shopping experience in influencing purchase behaviour. These insights are valuable not only for store-level marketing strategies but also for policymaking in SME development and retail competitiveness in secondary cities.

Recommendations (Actionable and Evidence-Based)

Based on the research findings, the following specific and actionable recommendations are proposed:

1. **Enhance Product Assortment Based on Consumer Needs:** The data revealed that product diversity had the most dominant effect on purchasing decisions ($\text{Exp}(B) = 1.234$). Store owners should routinely analyse purchasing patterns and conduct customer feedback surveys to determine which product categories are lacking or in high demand. Regular restocking and variety expansion should be guided by this data.
2. **Improve Perceived Product Quality Through Branding and Packaging:** With product quality also showing significant influence ($p = 0.029$), efforts should be made not only to ensure durable and functional items but also to improve product display, labelling, and packaging, which enhance perceived quality (Liu, 2024). Partnering with suppliers to meet higher standards can increase customer trust and retention.
3. **De-emphasize Price Wars, Focus on Customer Experience:** Since price was not a significant factor ($p = 0.890$), engaging in price wars may not yield higher customer loyalty. Instead, stores should focus on customer service quality, convenience, and post-sale support, which shape overall satisfaction (Dinesh & Raju Y, 2022).
4. **Leverage Marketing to Communicate Variety and Quality:** Marketing strategies should highlight the breadth and uniqueness of available products, such as using social media or in-store visual merchandising to communicate new arrivals or exclusive collections. This taps into consumer desire for variety and novelty (Thoumrunroje & Racela, 2022).

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